



September 6, 2011

VIA ELECTRONIC FILING

Marlene H. Dortch, Secretary Federal Communications Commission 445 Twelfth Street, S.W. Washington, D.C. 20554

Re: *Ex Parte* Notice: Lifeline and Link Up Reform and Modernization, WC Docket No. 11-42; Federal-State Joint Board on Universal Service, CC Docket No. 96-45; Lifeline and Link Up, WC Docket No. 03-109

Dear Ms. Dortch:

On September 1, 2011, Bret Perkins, Vice President, External and Government Affairs (by telephone) and the undersigned of Comcast Corporation met with Kim Scardino, Jonathan Lechter, Rebekah Bina, Lisa Hone, Erica Myers, and James Bachtell of the Wireline Competition Bureau, and Melissa Conway (by telephone) of the Consumer and Governmental Affairs Bureau. In the meeting, we reviewed the attached presentation on Comcast's Internet Essentials program to substantially increase broadband adoption in low-income homes throughout Comcast's service area. We discussed the outreach that Comcast is undertaking and the operational aspects of the program, as detailed in the attached presentation.

Pursuant to the Commission's rules, this letter is being submitted for inclusion in the public record of the above-mentioned proceeding. Please contact the undersigned should you have any questions regarding this matter.

Sincerely,

Jordan Goldstein

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Senior Director, Regulatory Affairs

cc: Kim Scardino
Jonathan Lechter
Rebekah Bina
Lisa Hone
Erica Myers
James Bachtell
Melissa Conway



Internet Essentials

Helping low income families get connected to the Internet

September 1, 2011

Internet Essentials by Comcast

One of the first programs of its type to directly confront the digital divide by providing affordable access to quality home Internet service, low-cost computers and training to low income families

Our Commitment

For \$9.95 per month*, participating households receive:

- XFINITY Internet Economy Tier Service
- Option to purchase a computer for \$149.99*
- Access to online, in print and in person digital literacy training

Benefits to Participants

- There are no additional fees: no modem rental charges, no deposit or activation fees
- Credit check is not required
- As XFINITY Internet customers, participants gain other benefits at no extra charge, including Norton[™] Security Suite, a \$160 value

Internet Essentials will be available starting in the 2011-2012 school year

^{*} Plus applicable taxes

Eligibility and availability

Comcast will accept new participants for at least three years, through the end of the 2013-14 school year

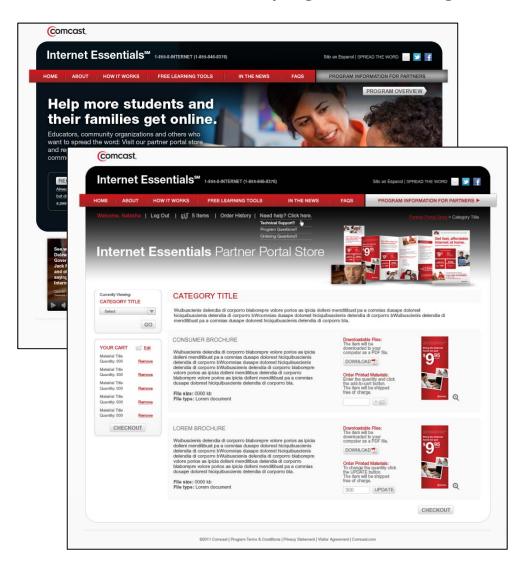
A household is eligible to participate in Internet Essentials if it:

- Is located where Comcast offers Internet service;
- Has at least one child receiving free school lunches through the National School Lunch Program (NSLP);
- Has not subscribed to Comcast Internet service within the last 90 days; and
- Does not have an overdue Comcast bill or unreturned equipment

Once enrolled, a participant will be able to keep \$9.95 Internet service on their account as long as they remain eligible

Outreach: Internet Essentials Partner Portal

Comcast has created an online portal (www.InternetEssentials.com/partner) where educators and community organizations can go to learn how to spread the word



- The online partner portal has an array of tools available to help build awareness and spread the word
- Partners can download or order complimentary printed materials to distribute in schools, display in their community, or share with colleagues
- Materials available include handouts, posters, newsletter pieces, banner ads, videos, talking points, reference guides and more

Outreach: Internet Essentials CBO/Library/PTA Toolkit

Comcast is providing partners with a turn-key toolkit that includes materials to promote Internet Essentials in their community or organization

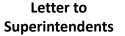


- Frosted plastic briefcase w/ handle and latch closure
- 1 Bilingual cover letter
- 1 Partner Program Guide
- 100 Bilingual flyers
- 100 Bilingual brochures
- 1 Brochure holder
- 4 Posters (2 English, 2 Spanish)
- 3 Pens



Outreach: Superintendent Toolkit







Key-Shaped Flash DriveContent includes:

- DE Testimonial Video
- Link to InternetEssentials.com
- Link to InternetEssentials.com/ partner

Superintendent Brochure



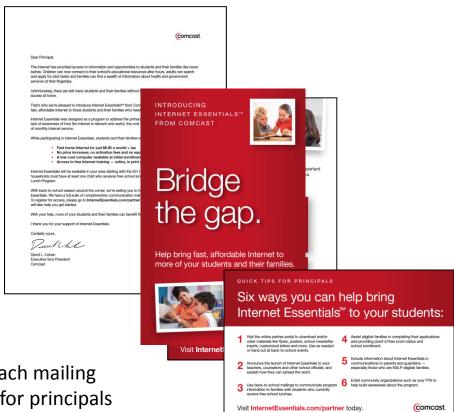
School officials & CBOs register on the Internet Essentials online partner portal





Outreach: Principal Mailing

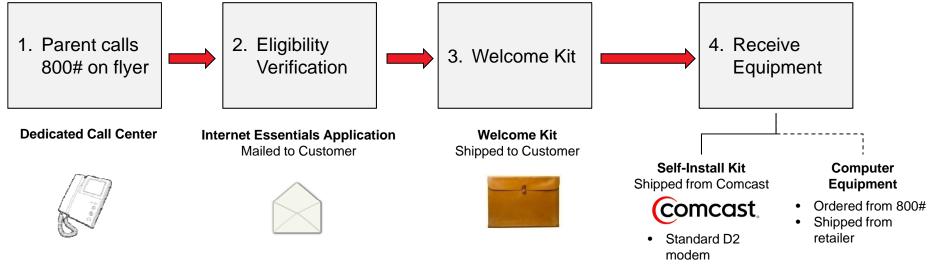
Important information to help your students get online at home.



Over 33,500 principal mailers have been sent out. Each mailing contains the following pieces of materials, targeted for principals and their schools:

- Glossy Inner Envelope
- Cover Letter
- Brochure
- "Six Quick Tips" Card

Internet Essentials – Customer Experience



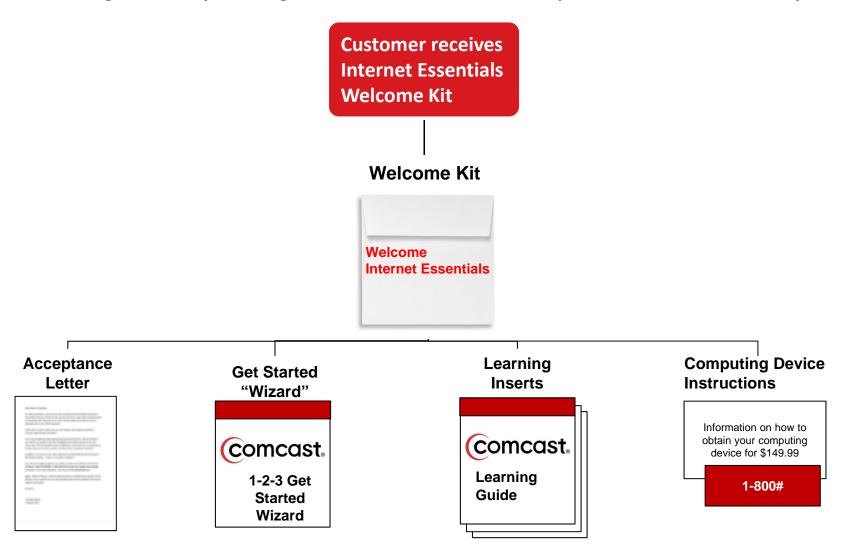
- Parents call 800# on flyer
- Rep verifies
 - 1. Free NSLP (verbal check)
 - 2. In Comcast footprint
 - 3. No HSD in past 90 days
 - 4. No collections activity

- Application mailed to family
- Packet includes:
 - 1. Instructions
 - 2. Brochure
 - 3. Application form
 - 4. Postage-paid return envelope
- · Applicant Processed
 - ⇒ Accepted (Welcome Kit)
 - ⇒ Soft Deny
 - ⇒ Hard Deny

- Welcome/Acceptance letter
- On Boarding Details
- Preconfiguration Wizard
- Learning Inserts
- Computer details

Operations: Welcome Kit contents

Verified participants receive a Welcome Kit that includes simple instructions on how to get started, digital literacy learning materials, and instructions to purchase the low-cost computer



Operations: Discounted computer Offer

The netbooks are small, portable computers great for email, homework, sharing photos, job searches, paying bills online, and more

- The Computing Device Instructions card provides customers with their unique, singleuse purchase code and expiration date
- After calling the Internet Essentials toll free number, customers will be routed to a thirdparty vendor partner for computer sales
- Typical delivery time is 5-8 days from order placement, depending on customer location
- The computer vendors provide end-to-end customer service including sales support, technical support and warranty coverage according to their standard policies

BUY A DISCOUNTED COMPUTER.

Call 1-855-8-INTERNET.

As an Internet EssentialssM customer, you have the option to purchase one computer at initial enrollment for the reduced price of just \$149.99 + tax.



When you call to order, you will need to provide the following single use code:

[XXXXXXXXX]

Do not throw away this letter. This code is required. We cannot send you a replacement code if it is lost.

Only debit, credit or prepaid cards will be accepted when you place your computer order. Prepaid Visa and MasterCard cards are available at a variety of participating retailers such as drug stores, supermarkets and convenience stores.

To receive the discounted price, you must call to place your order by the date below:

XX/XX/XXXX

Additional computer configurations may be available.*

Restrictions apply. Subject to Internet Essentials program rules, terms and conditions. Taxes may be based on retail value of computer. Comcast reserves the right to substitute for similar or like model, or to offer different model devices. Purchase Code is for one-time use for a discount on a computer as part of the Internet Essentials program. The Code is not transferrable or assignable, and has no cash value. By using the Code, sustomer authorizes Comcast to provide customer's name and other details relating to the computer purchase to Comcast's authorized affiliates for fulfillment of the order. Call for details. © 2011 Comcast. All rights reserved.

*The cost of computer upgrades is the sole responsibility of the consumer

Training

Comcast is working with National Partners including Boys & Girls Clubs, One Economy and City Year, as well as with local community-based organizations, to provide in-person training events across our wide geographic and demographic service area.

CBO Agrees to be a Training Partners Attend Train-the-Trainer Session

Training Partners

Comcast Sends
Training Materials to
Training Partners

Promote Digital
Literacy Training

- Approximately 8-10
 Community Partners
 in each Region to
 serve as Internet
 Essentials Training
 Partners
- Community Partners must meet a standardized set of requirements to become an approved Internet Essentials Training Partner
- Train-the-Trainer
 (T-3) sessions in 31
 cities during the
 month of
 September
- Approved Training Partners attend the T-3 session to be trained on how to deliver the In Person Digital Literacy Training
- Comcast will provide approved Training Partners with all the necessary materials to deliver the In Person Digital Literacy Training program in their local communities
- Approved Training
 Partners will schedule
 and promote at least
 one In Person Digital
 Literacy Training event
 in their local
 community for a total
 of over 300 trainings
 in 2011.
- In Person Digital
 Literacy Training event schedules will be posted on the Internet Essentials website

In Person Digital Literacy Training

As part of Internet Essentials, Comcast has developed a comprehensive in person training program to help customers understand the relevance of the Internet and the many ways the Internet can empower them

How the Internet Can Help You

The Internet can be a very useful tool if a person knows how and where to find information. There are many online resources that can help families find information. This topic will help families get more out of the Internet and learn how it can help with their everyday needs.

Protecting Your Information on the Internet

Protecting personal information should always be in the back of our minds when we use the Internet. This topic provides some key facts that can help protect families and keep their information secure.

Internet Safety for Your Family

The Internet is a wonderful tool to do research, play games, and communicate with family and friends, but there are risks. This topic will provide helpful information about how families can stay safe while browsing the Internet.